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Including the practice formerly carried on by Lee, Toomey & Kent

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October 23, 1996

Mr. Walter D. Strack
Policy Division
Wireless Telecommunications Bureau
Federal Communications Commission
2025 M Street, N.W., Room 5202-F
Washington, D.C. 20554

RECEIVED

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

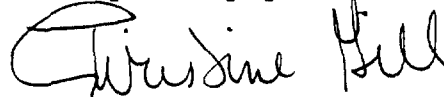
Re: The Southern Company; Slow Growth
Rejustification; PR Docket No. 93-144 / GN
Docket No. 93-252 and PP Docket No. 93-253

Dear Walter:

Follow up on our discussion last week concerning Southern Communications' slow growth rejustification, enclosed are some examples of marketing materials for the system in which you expressed interest.

If we may provide you with any further information, of course, please give me a call.

Very truly yours,



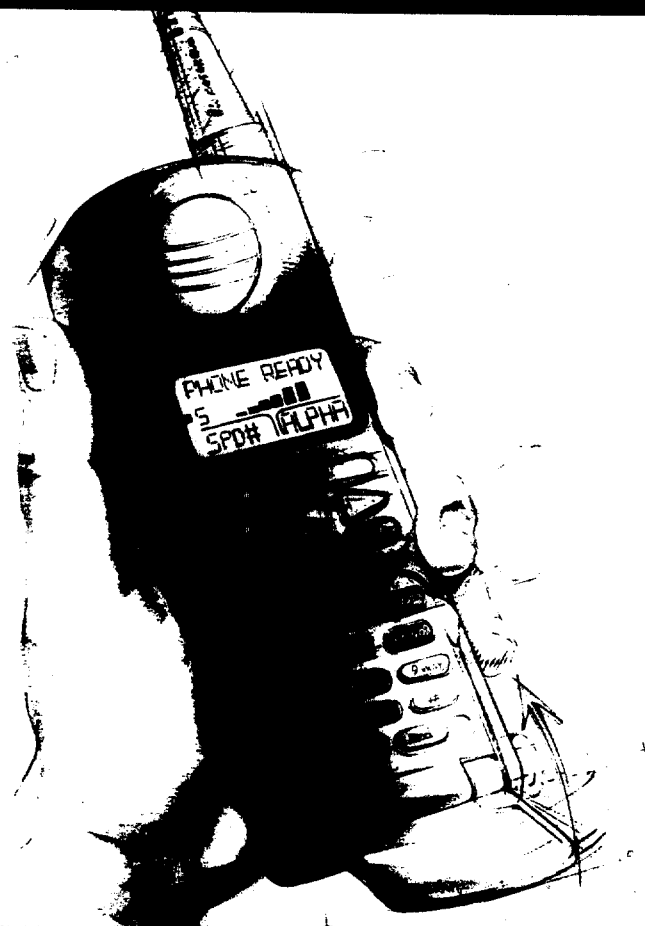
Christine M. Gill

Enclosure

cc: Office of the Secretary



User Guide



Welcome to Southern LINC

Welcome to Southern LINC

Two-Way Digital Dispatch Service

When you need to communicate with others within your workgroup, two-way digital dispatch service is the easiest and most economical way to stay in touch. Your digital dispatch service operates in two modes: In Group mode, everyone in a talkgroup can monitor communications on that talkgroup. In Private mode, the communication is between two individuals.

Selecting a Service Area

When you make a Group mode radio call, you can choose different service areas: Local Area, Targeted Area, and Wide Area. In each case, you will be talking to members of your chosen talkgroup who are in that area. Your dispatcher will always be included in dispatch calls placed in Group mode.

Local Area - When placing a dispatch call in your local area, you will pull all your talkgroup members into the call who are in the zone that you are currently in. This will change as you travel across the network. Your radio will automatically default to the local area in which you are traveling.

To place a local area dispatch call:

- Press GROUP.
- Press (□) until the square on the left side of the screen is on the top line of the display.
- Use the < > keys to scroll to LOCAL.
- Press OK.
- Press the push-to-talk button (PTT) to connect with talkgroup members in that local area.

Targeted Area - This option allows you to target the area in which you want to communicate. When you target a specific area, you pull in all members of your talkgroup that are in that area, as well as members of your talkgroup that are in your current local area (See coverage map on reverse for service areas).

To place a targeted area dispatch call:

- Press GROUP.
- Press (□) until the square on the left side of the screen is on the top line of the display.
- Using the < > keys, scroll until you reach your desired service area, or
- Using your keypad, enter the number of the service area you are targeting.
- Press OK.
- Press PTT to connect with talkgroup members in that targeted area.

Wide Area - This allows you to communicate with all users in your talkgroup throughout the entire Southern LINC service territory.

To place a wide area dispatch call:

- Press GROUP.
- Press () until the symbol is on the top line of the display.
- Use the < > keys to scroll to WIDE AREA.
- Press OK.
- Press PTT to connect with talkgroup members throughout the system.

Phone Service

Southern LINC phone service allows you to communicate with those outside of your organization. Using the Phone mode, you can place local and long distance phone calls.

To place a call:

- Press PHONE.
- Enter the number you want to call.
 - Local call (within the same area code):
dial seven-digit phone number.
 - Local call (different area code):
area code + seven-digit number.
 - Long distance call:
1 - area code + seven-digit number or area code + seven-digit number.
- Press SEND.

To reach the following from your Southern LINC handset:

- Press PHONE.
- Dial number listed.
- Press SEND.

Customer support	611 (airtime free)
Local information	411*
Long distance information	area code + 555-1212*
International calls	blocked
Credit card calls	blocked
911 emergency calls	blocked

Please Note: 911 emergency service calls are not accessible using the Southern LINC network. To be prepared for an emergency, you may want to program local emergency numbers in your speed dial locations.

* Airtime and operator assistance charges will apply.

To receive a call:

- Press SEND or open the flip on portable models equipped with a flip.

For your callers within the Southern LINC area to reach you toll free, they should dial 1-800-1-334 and your Southern LINC number. Or they can dial 1-800-500-9050 and they will hear a recording asking them to enter the seven-digit Southern LINC number they are calling. These options will allow your callers toll free access to you when they are calling from any phone within the Southern LINC service territory.

To end the call:

- Press END or close the flip on portable models equipped with a flip.

Text Messaging

Southern LINC service allows you to receive messages of up to 140 characters in length that are displayed on your Southern LINC handset. Text messages can be sent to a Southern LINC handset using a computer with TextlincSM software and a modem. If a phone number is included in the message, you just need to press the SEND key to automatically call that number.

Numeric Paging

To page a Southern LINC unit from any Touch-tone phone:

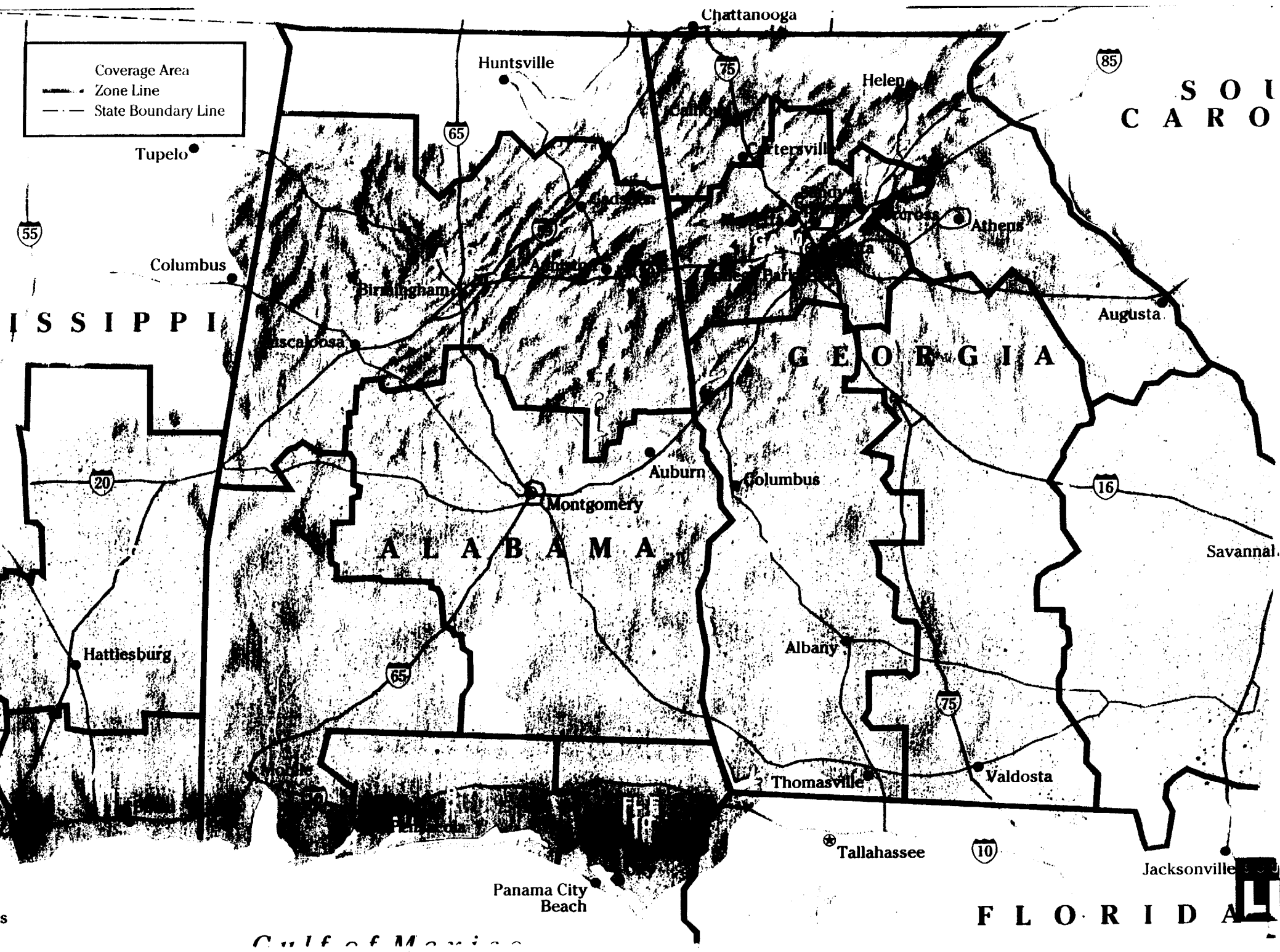
- Dial 1-800-406-0152.
- Enter the Southern LINC customer's seven-digit phone number.
- Press #.
- Enter the call-back number.
- Press #.

To return a page sent to a Southern LINC handset:

- Press SEND.

Additional Questions?

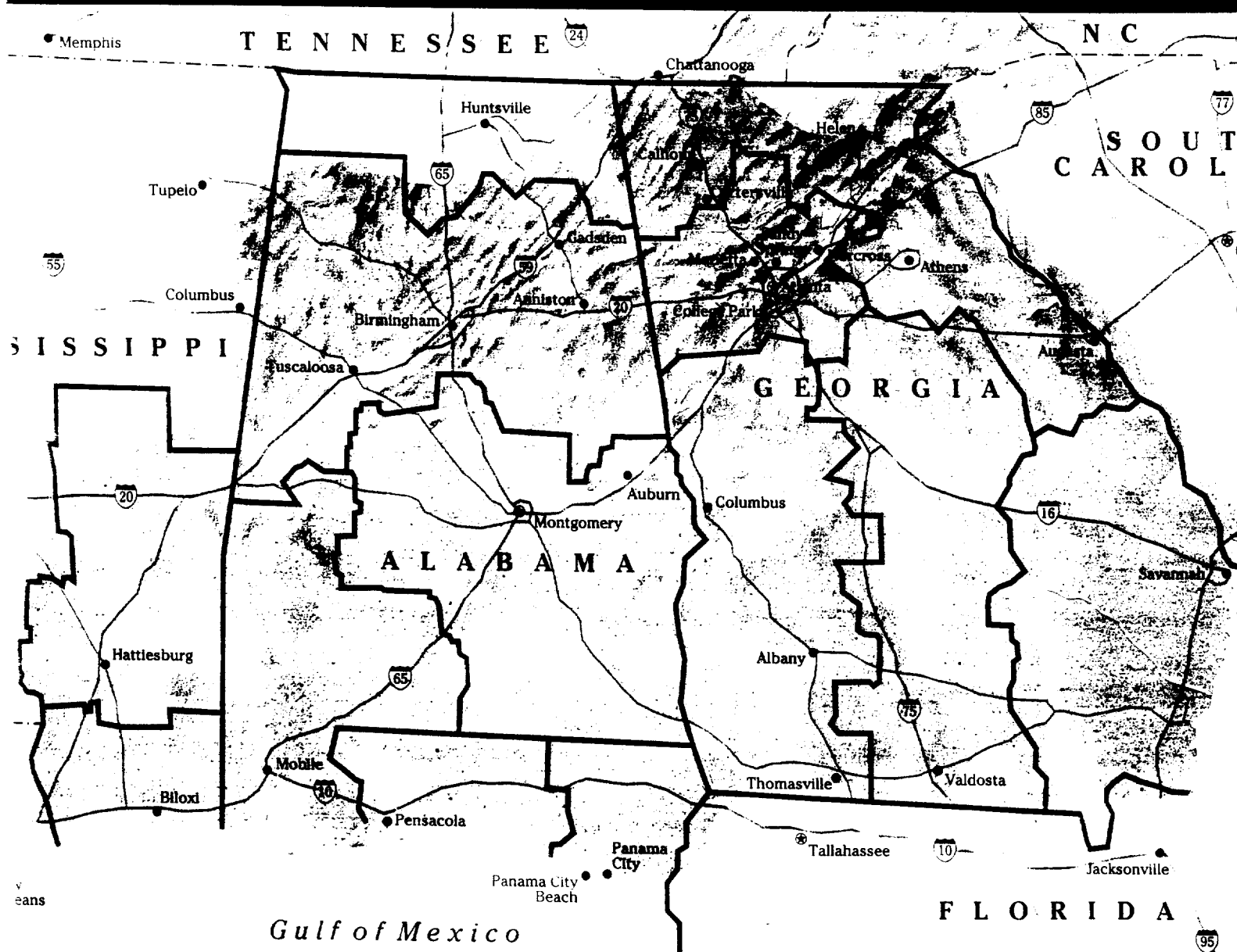
Call Southern LINC Customer Support by dialing 611 (airtime free) using your Southern LINC phone service or dialing 1-800-406-0151 toll free from any phone.



Southern LINC Company

Coverage Map

Southern LINC™ Covers the Heart of the Southeast



Southern LINC covers the region with wide area service that provides wireless communications at the touch of a button. What's more, with our flexible service plans, you can select the right geographical coverage to meet your needs. (If you have questions about the service plan that's best for you, one of our sales representatives can help you decide.) Of course, if you leave your coverage area but stay within the Southern LINC territory, you'll still be able to use the service for all your communications, but roaming charges will apply. Keep in mind that the service you choose also serves as your local calling area.

Choose from Southern LINC service plans: Zone, Neighbor Zone, Corridor, Region, and Network. This means that your service area can range from one zone within our coverage area up to the entire Southern LINC network. You decide which is the most cost efficient plan for you.

In addition to being able to select your service area, you can also select the communications tools that are best for your needs. Each handset we provide is customized with any combination of two-way dispatch, phone, pager, and short messaging. The result: each user has the tools that are appropriate to their individual requirements, while allowing you to establish a total communications system for your company.

And, because our network is digital, you will experience increased privacy, security, and access to channels

ZONE

When you choose Zone, it means that your local service area is limited to a single zone. You will have access to the entire network, but roaming charges will be incurred when you travel outside of your zone. This plan is

designed for businesses that do most of their business locally.

NEIGHBOR ZONE

With Neighbor Zone, you can combine the coverage of two contiguous zones when choosing your local service area. This plan is perfect for users whose communications needs extend across two zones.

CORRIDOR

The Corridor plan links multiple zones along major corridors in the Southern LINC service area.

(See insert for available corridors.)

REGION

The Region plan provides Southern LINC coverage across an even larger area. Select the Region that best meets your communications needs.

(See insert for available regions.)

NETWORK

With this plan, a user's local service area is defined as the entire Southern LINC coverage area, so Network is the wise choice for users whose business takes them throughout the region. With this plan, you never have to pay

roaming charges when using Southern LINC wireless communications.

CORRIDORS

Corridor 1 - Zones 1, 4, 5

Corridor 2 - Zones 3, 9, 10, 11, 12

Corridor 3 - Zones 2, 6, 7, 8

Corridor 4 - Zones 1, 2, 5

Corridor 5 - Zones 1, 2, 6

Corridor 6 - Zones 2, 5, 6

Corridor 7 - Zones 4, 5, 8

Corridor 8 - Zones 4, 5, 7

Corridor 9 - Zones 4, 5, 6

Corridor 10 - Zones 1, 3, 12

Corridor 11 - Zones 2, 3, 9, 10

REGIONS

Region 1 - Zones 1, 2, 3

Region 2 - Zones 4, 5, 6, 7, 8

Region 3 - Zones 1, 2, 5, 6

Region 4 - Zones 2, 3, 9, 10, 11, 12


Region 5 - Zones 1, 2, 9, 10


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
• Memphis

T E N N E S S E E

24

 Coverage Area

 Zone Line

 State Boundary Line

Tupelo

Huntsville

55

Columbus

M I S S I S S I P P I

Birmingham

Fuscaloosa

Jackson

20

Montgomer

A L A B A M

Hattiesburg

55

L A

12

Biloxi

Mobile

65

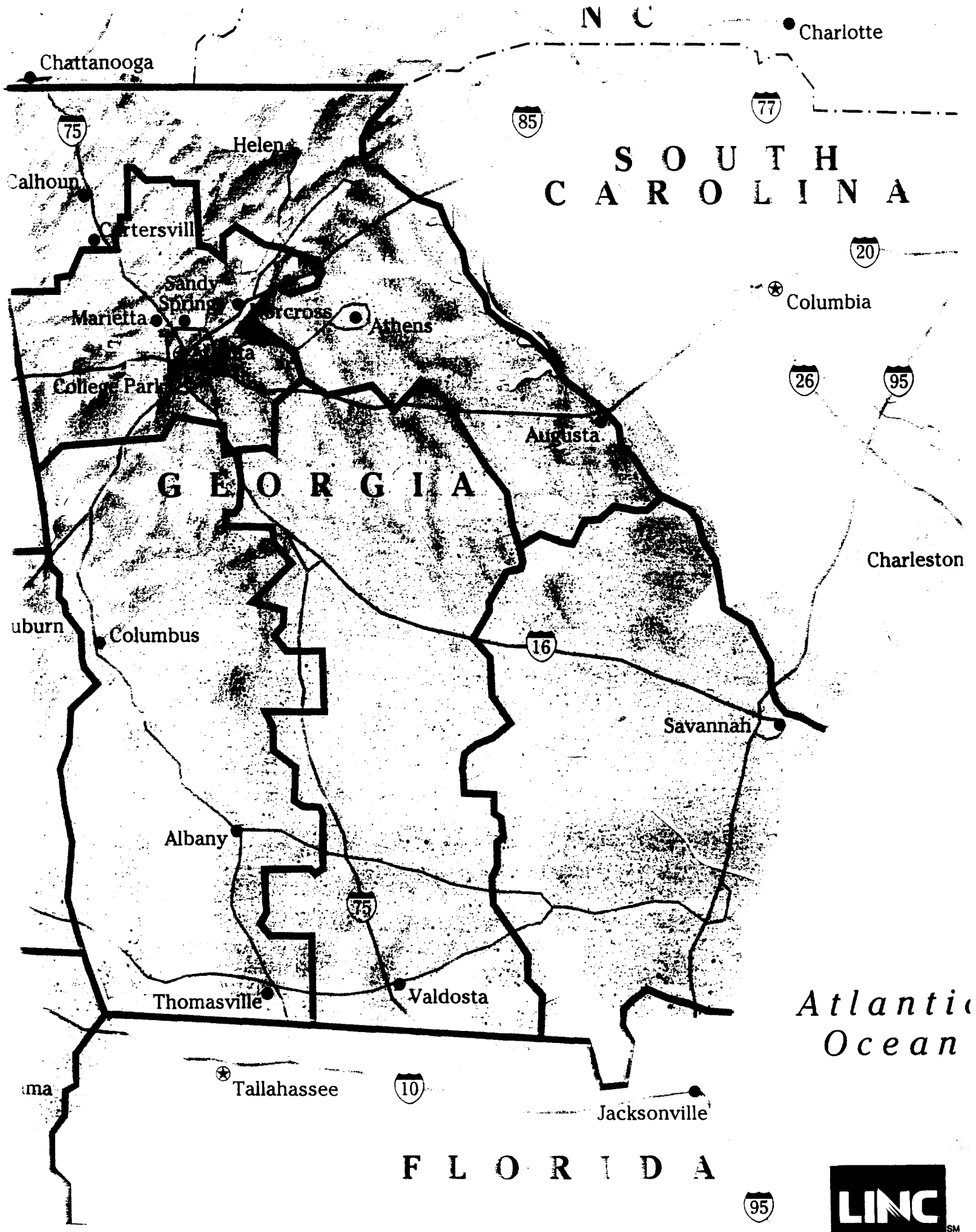
Pensacola

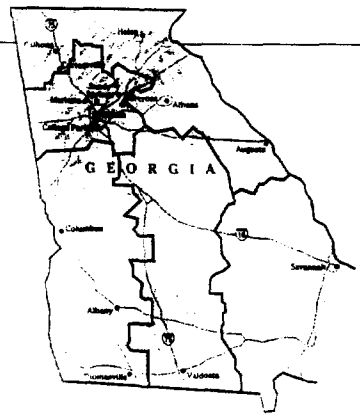
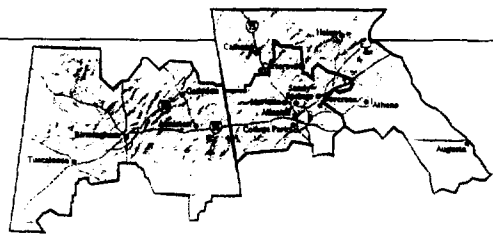
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New Orleans

Panama City Beach

Gulf of Mexico





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Power Communications





Dependability

Why Did The Power Company Get Into Telecommunications?

Think about it. Who needs a dependable, wireless communications system more than The Southern Company? Our five regional operating companies (Alabama Power, Georgia Power, Gulf Power, Mississippi Power, and Savannah Electric) have to be able to respond to customers anytime. This is why we built our own wireless communications system, designed to meet rigorous requirements for functioning in any kind of emergency. Our system has unique redundancies, power backup, and security features that make it extraordinarily reliable. Are we new to telecommunications? Absolutely not, our internal phone system ranks as the second largest communications network in the Southeast and among the top 25 in the nation. Now, through Southern Communications Services, Inc., and our Southern LINCSM network, we're making our wireless communications system available to you, the business users within our coverage area. We're also equipping it with the most advanced communications tools available, and offering options, features, and reliability that will take your business communications into the next century.

Southern LINC Means The End Of Communications Breakdowns.

The idea behind Southern Communications Services and our Southern LINC network is simple. We're convinced that businesses can benefit from the type of system we had to build to meet the needs of The Southern Company.

Our system allows a user anywhere in our territory to communicate with any other user. And it integrates digital dispatch capabilities with phone service and messaging, so no one will have to carry a dispatch radio and a cellular phone, or a radio and a pager; the same unit will handle all three functions.



Because it's digital, our system cuts down on busy signals — you'll experience greatly improved access to channels. Plus, it offers increased privacy, greater clarity, and fewer fade-outs and dead zones.

With Southern LINC, you can connect to talk groups at the touch of a button — the system will find the call recipients wherever they are within the network. And you can locate an individual from a talk

Phonics Services

Dispatch

PHONE GROUP PRVT

WARNING:
UNIT MAY EMIT LOUD SOUND
IN RADIO OPERATION. TO AVOID
POSSIBLE EAR DAMAGE KEEP
EARPIECE AWAY FROM EAR
WHEN FLIP IS CLOSED.

Southwest Communications

Multifunction Capability



Individuals. Everywhere.

group, and then switch to one-to-one conversation for complete privacy. And your messages are delivered — even if the handset is turned off, the message is stored and delivered when the handset is turned back on.

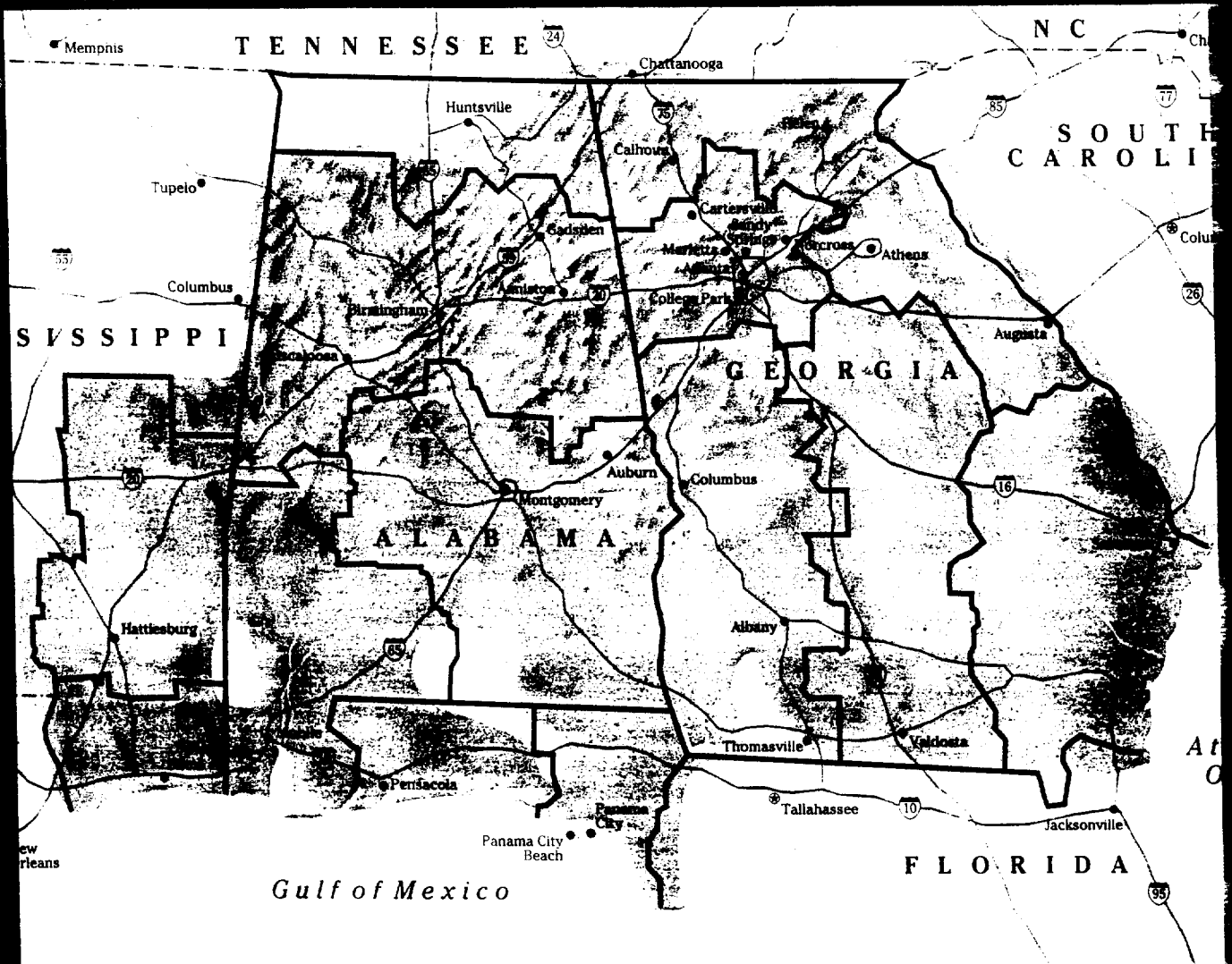
Southern LINC gives dispatch users entry to a new world of high-quality digital communications, with flexibility, dependability, features, and options that just weren't available before now.

**Southern LINC Gives You The Flexibility
And Coverage You Need To Do Business.
And The Power You Need To Thrive.**



Southern LINC is designed for flexibility — so adaptable to companies with widely varying needs.

First, you have the ability to customize the system to meet your needs. You choose the communications tools for each handset, using any combination of digital dispatch, phone service, and messaging. You could, for example, add phone service capability to your managers, or set up the handsets for your field workers to function as both dispatch and messaging units. The system allows you to



configure your communications system to your company's particular needs, while limiting the possibilities for unauthorized usage.

You also have the flexibility to select your service area. The Southern LINC network provides seamless coverage throughout Georgia, Alabama, the Florida Panhandle, and southeastern Mississippi. From this coverage area, you choose your own service area (the area where no roaming charges will apply).

By selecting from *Zone, Neighbor Zones, Corridor, Region, or*

Network, you can structure your company's wireless communications

plan to fit your area of operations, while keeping costs down. And

you have the confidence of knowing that you're using the largest

system in the world, wherever you have coverage: rural areas as

well as cities.

Finally, you select the phone service features that you want: call

waiting, call forwarding, and three-way calling.

A result: a fully customized communications system that's

perfectly tailored to your company's requirements, and that operates

on your standpoint, usually, the 911 maintenance.



**On Top Of Southern LINC Reliability And
Service, You Get Motorola Advanced
Technology.**



Southern LINC uses Motorola advanced technology. Fully digital, the system offers approximately six times the channel space of analog systems, in addition to a wide range of features and customization options. The technology combines digital dispatch, digital phone service, and short messaging in one handset.

We support the Motorola technology with the most fully developed, reliable network in the region. And we will support you on an ongoing basis with a 24-hour customer service hotline. We'll help you train your people in the use of the new system, and we'll work with you to design and set up your Southern LINC service in the most efficient and cost-effective manner.

From the power company's own need for a dependable communications network comes Southern LINC. And from Southern LINC comes power tools for your communication needs.



A New Day in Telecommunications